

RJReynolds
Tobacco Company

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D. M. Jen / 6/10/97
T & D Jen / 6/9/93
S. R. M. Jen / 1/1
S. A. M. Jen / 6/11/93

June 7, 1993

To: N. Montgomery

Re: "Camel Corner"

Dear Nancy,

I really enjoyed our day together on the retail trade. I hope you found it useful.

Enclosed are the photographs of the "Camel Corner" that we spoke of. The idea originated when we found our High Profile PCD (floorstand system III) had become part of a long line of floor displays and therefore had lost its impact. The retailer (Jimmy's Deli - S. Bound Brook, N.J.) was presented an impactful display "area" and guaranteed a constant supply of Camel promotions.

We replaced our floorstand with 3 large dump-bin system III counter displays and various PDI/POS so that it was the first cigarette promotional display to be seen upon entering the store. We paid no additional contracted monies to the store, though the retailer initially wanted some. It was sold on the benefit of having an ongoing supply of Camel promotions.

Nancy, I wish you much success with the Camel BBU and I hope to work with you again, some day.

Sincerely,

Jen
R.L. Weber

RLW/tw

cc: J. Ellegate
M. Young

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"We work for smokers."

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